

DR. LOVELACE'S BLOTTING BOOK

*With the compliments of
the Proprietors
of the celebrated
Dr. Lovelace's Soaps.*

The East Lancashire Soap Co. Ltd.,
Clayton-le-Moors, Accrington.

ECONOMY RELIABILITY



PURITY QUALITY



Why it **PAYS** to buy **Dr. LOVELACE'S Soap.**

The secret of economical housekeeping is to get the utmost **real value** for your money.

One article may cost a trifle more than another, yet is **much cheaper in the end** if it is **better in quality and lasts longer in use.**

Countless thousands of careful, discriminating house-wives always use Dr. Lovelace's Family Soap because they have proved that it affords **better quality and better value than any other soap** by reason of its outstanding purity, quality, and economy in use.

Some prefer it because it **washes clothes so beautifully snow-white** and leaves them sweet and fragrant.

Some use it because it **does not rot the clothes** like those soaps which contain harsh caustics and injurious chemicals.

Some use it because it **does not roughen or redden the hands**, but keeps them soft, smooth and white.

Some use it because they get an original **full-weight, 1 lb. (16 ozs.)** of soap of outstanding purity.

Some use it because being pure solid soap, it **does not waste away in use**—therefore lasts longer than most soaps.

But the majority use it because it **combines all these advantages and gives them better quality and better value than any other soap.** That is why they keep on using it.

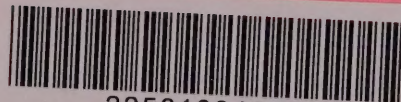
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Why Dr. LOVELACE'S is called a FAMILY Soap

Dr. Lovelace's is called a FAMILY Soap because it can be used with equal success by **all the family for all purposes** where soap is used—from washing clothes to personal cleanliness.

For all Laundry purposes.

Use it for snow-white clothes—for spotless, sweet-smelling bed-linen—for soft, wholesome, non-irritating clothing for baby—for printed and coloured fabrics—for lace and casement curtains—for woollens and flannels—for your dainty, delicate garments.

For Household purposes.

Use it for washing up after meals—for pantry shelves, food cupboards, etc.—and **wherever you want pure wholesome cleanliness.**

For the Skin.

Use it for the skin. No matter how often you use Dr. Lovelace's Family Soap, **your skin will not become red, rough or chapped.**

Its effect upon the skin is to soften it and keep it smooth and white (thousands use it for this reason alone). Therefore, you can **use it freely for your skin**—use it for washing your hands—use it for the bath—let the children use it.



As **you** use it you will agree with countless thousands of other users who say:—"Dr. Lovelace's is better soap than anyone else makes—lasts longer in use—and gives better value than any other soap."

Try it. Your Grocer sells it. **Trial is proof.**

DR. LOVELACE'S 6 PRODUCTS

Dr. LOVELACE'S FAMILY SOAP

The favourite for over 60 years. Practically everyone knows and uses Dr. Lovelace's Family Soap because of its outstanding purity, quality and economy. Its purity protects fabrics and skin against injury—its quality ensures snow-white, sweet-smelling laundry—while its full weight 1 lb. (16 oz.) of pure, solid, long-lasting soap makes it the most economical soap you can possibly buy.

Experts on soap freely acknowledge that Dr. Lovelace's Family Soap is, by far, the best soap on the market.

Dr. LOVELACE'S CARBOLIC SOAP

There is no better—or safer—antiseptic soap than Dr. Lovelace's Carbolic. Made from the highest quality materials, it yields a lather permeated with purifying Phenol—the wonderful health-protective antiseptic and disinfectant—which safeguards body and home against germs and contamination.

Unlike most carbolic soaps it does not irritate the skin. Thus it can be used freely by all the family for the bath, toilet and nursery. Sold in full-weight 1-lb. (16-oz.) bars. Once you have tried Dr. Lovelace's, no other carbolic soap will satisfy you.

Dr. LOVELACE'S FLOATING TABLETS

Exactly the same soap as Dr. Lovelace's Family Soap but made into handy tablets which float on the water.

A great favourite with children who like to see it floating in the bath or the wash-hand basin. Also a very handy size for general use at home and on holiday.

Countless thousands take a floating tablet to the mills to keep their skin soft and smooth. For the kitchen, the bathroom and for travelling, these handy floating tablets are very popular.

Price 1½d. per tablet.

Dr. LOVELACE'S (FLOATING) CARBOLIC TABLETS

These dainty and handy tablets are exactly the same soap as Dr. Lovelace's carbolic bars, but made to float. For the kitchen, bathroom, nursery, office, workshop, or when travelling, Dr. Lovelace's Carbolic Floating Tablets afford a convenient means of using this really high-class antiseptic soap.

Its health-protective lather keeps the skin free from germs.

These floating tablets are moderately priced, but for quality, purity and health-protective properties are equal, in every way, to the most expensive antiseptic soaps. Price 1½d. per tablet.

Dr. LOVELACE'S TOILET SOAP

A Toilet Soap of outstanding purity and unusual charm. Manufactured with scrupulous care, from the highest quality materials, Dr. Lovelace's Toilet Soap possesses exceptional emollient qualities.

Please note particularly that the texture of Dr. Lovelace's Toilet Soap is entirely different from any other Toilet Soap on the market, thus enabling it more readily to release its beautifying properties, and to impart a delightful, velvety softness to the complexion.

Price 3d. per tablet.

Dr. LOVELACE'S FLAKES

Authorities on soap freely admit that Dr. Lovelace's are the highest quality soap flakes ever made. So dainty—so pure—they produce a glorious foamy lather which gently floats away the soils from "woollies," delicate "undies" and fabrics, silk stockings, etc., without injury to a single thread—no matter how often you wash them—and, at the same time, preserves the "newness" of woollens and imparts a delightful, lustrous sheen to silks. Your delicate garments will last ever so much longer if regularly washed with Dr. Lovelace's Flakes. Small size 2d. per packet. Large Family size, 6d. per packet.

SOLD BY ALL GROCERS & STORES